# ADVOCACY & COMMUNICATIONS COMMITTEE:

## HEALTH EQUITY NETWORK IN THE AMERICAS

## April 25, 2018 Webinar Meeting 1130 PT / 1330 ET / 1430 BA

## AGENDA

- Introduction of Co-Chair Michael Rodriguez
- Committee Member Introductions Eugenia Tarzibachi
- Network Overview Michael Rodriguez
- Preliminary Advocacy and Communications Plan Eugenia Tarzibachi
- Committee Discussion and Feedback
- Next Steps
- Meeting Frequency / Next Meeting



Advocacy and Communications Committee Composition

> 12 confirmed; seven pending

#### **Ten Nations Represented:**

- Argentina Mexico
- Brazil Nicaragua
- Canada Peru
- Columbia Spain
- Guyana
- United States

#### **Three Sectors**

- Government (6)
- Civil Society (9)
- Academia (4)



The Knowledge-Sharing and Action Network on Health Equity in the Americas -- a multisectoral network promoting health equity and equality in the Americas. A Network designed for ACTION.

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Who?

Focus

What:

**ACTION!** 

Knowledge-Sharing and Action Network on Health Equity in the Americas



Social injustice and health inequities permeate the Americas, leaving poor health and deadly health outcomes in their wake. Action is needed to leverage a coordinated, multidisciplinary, intersectoral and multinational network. With one focus, the promotion of evidence-based policy and programs that improve the social determinants of health and human rights, the Network works toward its vision of achieving health equity and equality in the Americas.

Members from:

• 26 countries represented across the Americas, also accompanied by experts from the United Kingdom and Spain.

• Civil society, academia, non-profit organizations, and government.

- Advancing pro-health equity policies across the Americas.
- Advocating to change policies that undermine health equity and well-being in the region.
- Monitoring progress of policies and impacts on promoting health equity and equality in the region.
- Inform the work of the Pan American Health Organization (PAHO) Independent Commission on Health Equity and Inequalities in the Americas by providing evidence on the areas of health equity work being studied by the Commission. Then, promote actions to drive positive change in policy and programming for implementation of the Commission's recommendations.
- Advocate for change: campaigns that fight to improve the social determinants of health and human rights, particularly taking into account gender and ethnic inequalities in health.
- Form intersectoral working groups and research teams to monitor impacts on health equity.
- Translate findings tailored for systems that work at national, regional, and local levels.

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## **NETWORK OVERVIEW**

# Intersectoral Network focused on:

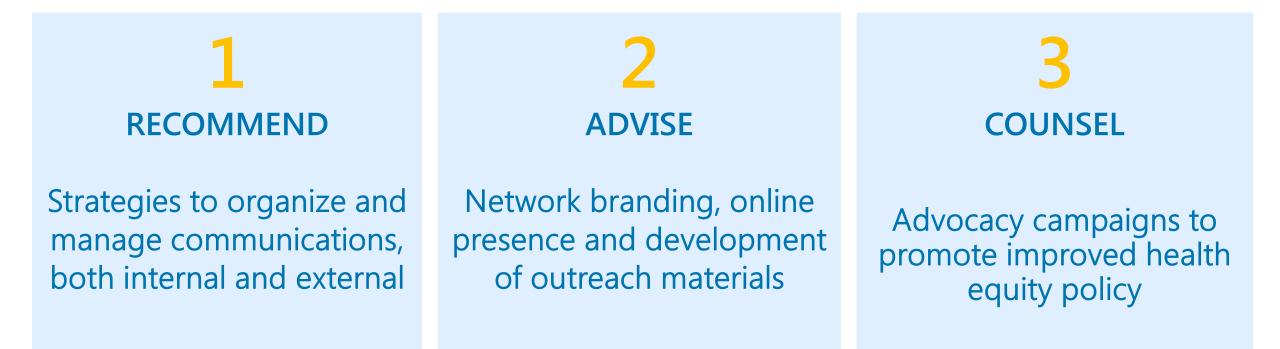
- Advancing pro-equity policies in the Americas
- Advocating to change policies that undermine health equity
- Monitoring policies that promote health equity



## Committee Roles

#### **Advocacy and Communications Committee**

**Purpose:** Provide direction and expertise for all Network Advocacy and Communications efforts while assisting with linking outreach activities with others throughout the region



# PRELIMINARY ADVOCACY & COMMUNICATIONS PLAN

General Communications

Branding the Network

Communications Tools to

- Connect Members in Dialog
- Promote Network
  Activity
- Offer Resources for Health Equity Policy Building

#### Dissemination

Work with PAHO Independent Commission on Health Equity and Inequalities

- Disseminate Report Recommendations
  - October November 2018

#### Advocacy

Campaigns Responding to targeted policy needs

# **BRANDING THE NETWORK**

#### NAME, TAGLINE

Health Equity Network of the Americas

Promoting Sustainable Policies and Other Actions for Well-Being

#### LOGO

- All-inclusive image depicting collaboration and policy work toward well-being for all populations
- Designer concepts / prototypes being developed

#### Timeframe: brand name, images, tagline completed by May 15, 2018



## **COMMUNICATIONS TOOLS**

**Connecting Members** 

- Website
- ListServs
- Email Messaging
- Webinar Series

Promote Network Activity

- Promotional tool kit
- Speaking engagements
- Promote project specific activities of the Network

Resources for Health Equity Policy Work

- Website Library
- Webinar Series
- Others to be determined

Timeframe: within next six months and ongoing



## **DISSEMINATION ACTIVITIES**

### PAHO INDEPENDENT COMMISSION ON HEALTH EQUITY AND INEQUALITIES IN THE AMERICAS

- Analyze and Translate Report Recommendations to Target Audiences
- Disseminate Report Recommendations
  - Through Network to targeted stakeholders

#### Timeframe: October – December 2018



## **ADVOCACY CAMPAIGNS**

### **RESPONDING TO TARGETED POLICY NEEDS**

- Needs identified by Network members
- Campaign plan developed according to policy needs, geographic reach, targeted stakeholders
- Building on energy of existing associations and their campaigns

Timeframe: Implement first campaign – first quarter 2019



**Creating Change** Through Advocacy **NEXT STEPS** 

Subgroups Organized: General Communications; Dissemination; Advocacy Meeting Frequency Next Meeting THANK YOU FOR YOUR EXPERTISE, TIME AND EFFORTS FOR THE HEALTH EQUITY METWORK IN THE AMERICAS

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